

WXIX

ORDER

Flight Dates 10/29/12-11/05/12

Contract / Revision **842698 /**
 Original Date / Revision
 10/29/12 10/29/12
 Advertiser **National Rifle Association**

Agency **American Media Advocacy C**
 Buying Contact
815 Slaters Lane
Alexandria, VA 22314

Product **NRA**
 Agency Com 15%
 Billing Contact
815 Slaters Lane
Alexandria, VA 22314
 Sales Office T-DC
 Sales Region National
 Agency Ref

Order Sep 00:15:00
 Estimate # **3511**
 Alt Order # **06398908**
 Billing Type Cash
 Order Type Political
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A35+
 Rev Codes Agency Political Pol-Issue
 Product Codes PL20
 Priority P12
 Advertiser Ref

Primary Account Executive
 Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	2	\$5,525.00	\$6,500.00	0.00	10/29/12	11/04/12	2	\$5,525.00	\$6,500.00
Totals	2	\$5,525.00	\$6,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/29/12	11/04/12	College Football Game 2 7P-12A	Comm	8P-10P	-----1-	:30	1	\$1,500.00	P 3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$1,500.00		0.00			
E 2	WXIX	10/29/12	11/04/12	NFL on Fox Game 2 NFL on Fox	Comm	4P-8P	-----1	:30	1	\$5,000.00	P 1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$5,000.00		0.00			
													Totals	2	\$6,500.00